Nova Scotia

ANNUAL REPORT

for the fiscal year
ending March 31, 1986

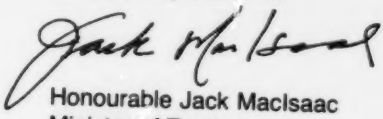
Department of Tourism

To His Honour
The Honourable Alan R. Abraham, C.D.
Lieutenant-Governor of Nova Scotia

May It Please Your Honour:

I have the honour to submit the Annual Report of the Department of Tourism for the fiscal year ending March 31, 1986.

Respectfully submitted



Honourable Jack MacIsaac
Minister of Tourism

The Honourable Jack MacIsaac
Minister of Tourism
Province of Nova Scotia
Halifax, Nova Scotia

Sir:

I have the honour to present to you the report of the Nova Scotia Department of Tourism for the fiscal year ending March 31, 1986.

A.F. Pinard
Deputy Minister

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BLUENOSE II

Bluenose II commenced her annual operations in April of 1985, and, after normal ship preparations, conducted a promotional tour on behalf of the Nova Scotia departments of Tourism, Development and Fisheries, visiting the New England ports of Boston and Gloucester.

In June, *Bluenose II* was privileged to be visited by His Royal Highness Prince Andrew, who was visiting the province and opened the 1985 Nova Scotia Tattoo; the Prince took the helm of *Bluenose II* for some time during a two-hour cruise and was reported to have enjoyed the experience.

During July and August, *Bluenose II* conducted regular public cruises and charters, providing a unique sailing experience for some 5,000 visitors to Nova Scotia, not including the many corporate and organizational charters of the vessel during the summer season.

In addition, *Bluenose II* embarked on visits to various Nova Scotia communities, including North Sydney, Sydney, Baddeck, Hubbards and Terence Bay, hosting summer festivals and events.

In August, *Bluenose II* sailed to Saint John, New Brunswick, to form part of Nova Scotia's representation at the Canada Summer Games, and also to Boston in September to handle promotional activities on behalf of the Nova Scotia departments' of Development and Fisheries. Activities were coordinated through the Canadian Consulate.

In October, *Bluenose II* began preparations for the most ambitious voyage of her 22-year career, the passage around North America to Expo '86 in Vancouver. Preparations were completed through the fall and *Bluenose II* sailed in early December for Bermuda, where she was berthed for the winter months. In February of 1986, the voyage commenced.

Bluenose II's course, south and west, took her through the Panama Canal in late February and she reached her first official port-of-call, Los Angeles, on March 28 for a week–long promotional visit.

The 16,000–mile voyage also included official stops at San Francisco, Victoria, Vancouver (Expo '86) and Seattle before turning homeward to attend festivities at the Statue of Liberty Commemoration in New York City July 4, 1986, enroute to Nova Scotia, where she arrived in mid–July.

FINANCE AND ADMINISTRATION DIVISION

The Finance and Administration Division manages two important grant programs of the Department of Tourism.

Regional association grants are for the purpose of encouraging, stimulating and generally supporting the development of tourism within regions of the province. The dollar amount of each grant is determined by the number of counties in a region, with Cape Breton considered to be two regions. In 1985, grants totalling $198,500 were made to the following regional associations:

Cape Breton Tourist Association	$38,000
Evangeline Trail Tourist Association	21,500
Central Nova Tourist Association	20,500
Antigonish/Eastern Shore Tourist Association	21,000
Tourism Halifax	19,000
Dartmouth Tourist Commission	19,000
Pictou County Tourist Association	19,000
South Shore Tourism Association	21,500
Yarmouth County Tourist Association	19,000

Municipal bureau grants are provided to assist local organizations operate seasonal tourist bureaus in their communities. The grant is based on 50 per cent of the expense of operating the bureau, to a maximum of $1,250. In 1985-86, the following organizations were provided grants to operate municipal tourist bureaus (a number in parentheses indicates that more than one bureau grant was paid to that organization):

Yarmouth County Tourist Association
Digby and Area Board of Trade
Kentville and Area Board of Trade
Windsor Jaycees
Bridgetown Board of Trade
Annapolis District Board of Trade
Middleton Tourist Association
Town of Wolfville
Truro and District Chamber of Commerce
Springhill Senior Citizens
Parrsboro and District Chamber of Commerce
Cumberland Tourist Association
New Horizons - Joggins
Pictou County Tourist Association (2)

Cape Breton Tourist Association (4)
Canso Historical Society
City of Dartmouth
Municipality of Barrington
Bridgewater Chamber of Commerce
Lunenburg Board of Trade
Municipality of Clare

For the fourth year, the Finance and Administration Division administered the Department's funding for the Nova Scotia Tattoo. Tattoo '85 was presented at the Halifax Metro Centre from June 27 to July 1.

INDUSTRY DEVELOPMENT DIVISION

The Industry Development Division is responsible for administering the Hotel Regulations Act and the Camping Establishments Regulations Act; for hospitality training, architectural services, industry planning, business and financial advisory services; and for implementing the Canada/Nova Scotia Tourism Subsidiary Agreement.

The Division was involved in the conceptual evaluation and assessment of a variety of tourism development projects for which applications are made to the Nova Scotia Resources Development Board and the Small Business Development Corporation. The director acts as a resource person for the Nova Scotia Resources Development Board.

A continuing liaison was maintained with the Tourism Industry Association of Nova Scotia, the regional tourism associations, the Restaurant and Food Services Association, Nova Scotia Branch, the Innkeepers Guild of Nova Scotia and the Federation of Chefs de Cuisine of Nova Scotia.

The Division provides representatives on advisory committees for tourism hospitality education programs conducted at the University College of Cape Breton, Dartmouth Regional Vocational School and Mount Saint Vincent University.

PLANNING AND DEVELOPMENT SECTION

The major activity of the Planning and Development Section during 1985-86 related to the Canada/Nova Scotia Tourism Subsidiary Agreement. The Agreement is a $14 million financial pact between the federal government and the Province of Nova Scotia used to help strengthen Nova Scotia's competitive position in the international tourism marketplace by improving the productivity and profitability of existing tourism operations, as well as establishing competitive new ones. As of March 31, 1986, more than 2,500 information packages were distributed, resulting in the submission of 24 applications for financial assistance.

The Section also provided tourism planning and development services to the private sector throughout the year. Most inquiries were related to the tourism subsidiary agreement.

Other activities performed by the Planning and Development Section during 1985-86 included the following:

1. Participated in a number of inter-departmental committees, such as the Deputy Minister's Land Use Policy Committee Working Group and its sub-committees dealing with downtown issues,

offshore oil and gas development, thematic mapping and parks
2. Participated in the development of a provincial resource atlas
3. Provided support to monthly meetings between the directors of the regional tourist associations and departmental staff
4. Participated in meetings of the Voluntary Planning Tourism Sector Committee and providing information to its statistics committee
5. Reported on tourism-related issues and initiatives originating from both the public and private sector.

ARCHITECTURAL SERVICES

In the 1985-86 year, the departmental architect approved 11 accommodation construction projects, 10 of which advanced to actual construction, resulting in 269 new units. Throughout the year, regular inspections were made of these and other accommodation projects under construction to ensure conformance to hotel regulations.

Frequent pre-construction meetings were held in–office and on–site with prospective tourist accommodation owners, resulting in design assistance for several small projects.

As a result of a request from the town's chamber of commerce, design assistance was given for a new tourist bureau in Bridgewater. Construction started in the autumn of 1985, with completion scheduled for the summer of 1986.

In co-operation with management of Liscombe Lodge, a development proposal for this resort property was prepared, together with a detailed design proposal for extensive renovations to the main lodge.

Early in 1986, the departmental architect assumed the responsibilities of project officer under the Distination and Product Incentives Project of the Tourism Subsidiary Agreement. As such, he became involved in the analysis of private sector tourism projects, for which applications for funding assistance had been submitted.

INDUSTRY SERVICES SECTION

The Industry Services Section was involved in the following areas for the fiscal year 1985-86:

Seventeen waiter/waitress training programs, attended by 255 industry personnel, were conducted, as well as five customer service training programs for frontline staff involving 75 industry personnel. Assistance was given to six operators by way of management programs for the Hospitality Awareness Research Program, and assistance was also given to four operators experiencing food and labour cost problems.

Industry Services also conducted four career-day seminars during the year.

The Section is also responsible for any provincial employment program that involves tourism, and in 1985 tourism (government and private sector) received from the Provincial Employment Program (PEP) approximately 271 government and 146 private sector jobs out of 5,734 allocated to all sectors.

Training films

The training films that the Department of Tourism has in stock continue to be used extensively. The manager used the food-service training films when conducting waiter/waitress programs or frontline service programs.

Twenty operators in the province also made use of the training films to conduct their own programs in 1985-86.

Complaints and compliments

The Department dealt with 242 tourism-related complaints and received 273 compliments during 1985.

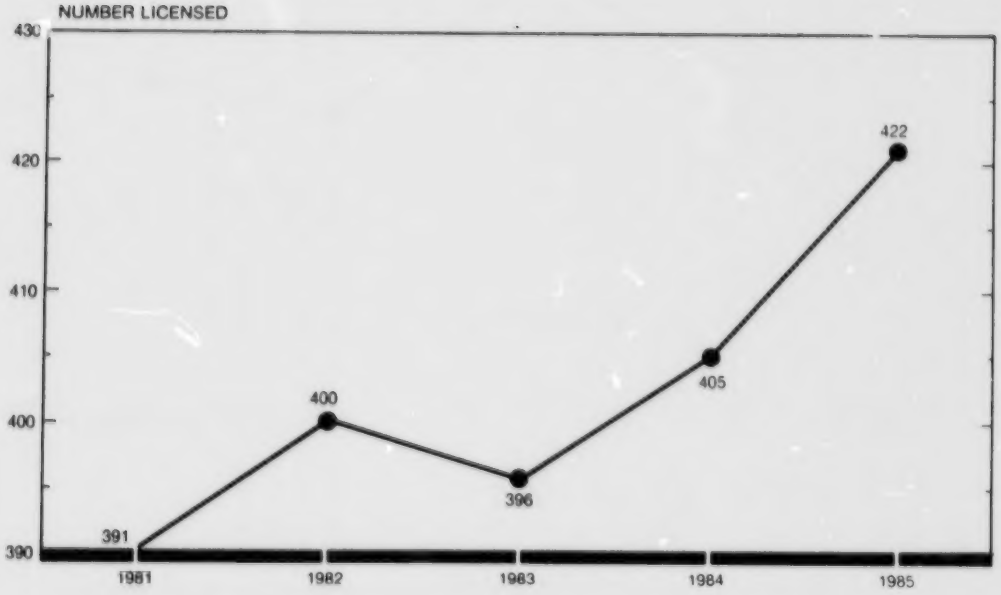
INSPECTION SERVICES SECTION

The Inspection Services Section is responsible for the administration of the Hotel Act and the Camping Establishments Regulation Act and Regulations under those Act's. The Section has three functions: inspection, counselling and statistics.

Licensed Rooms

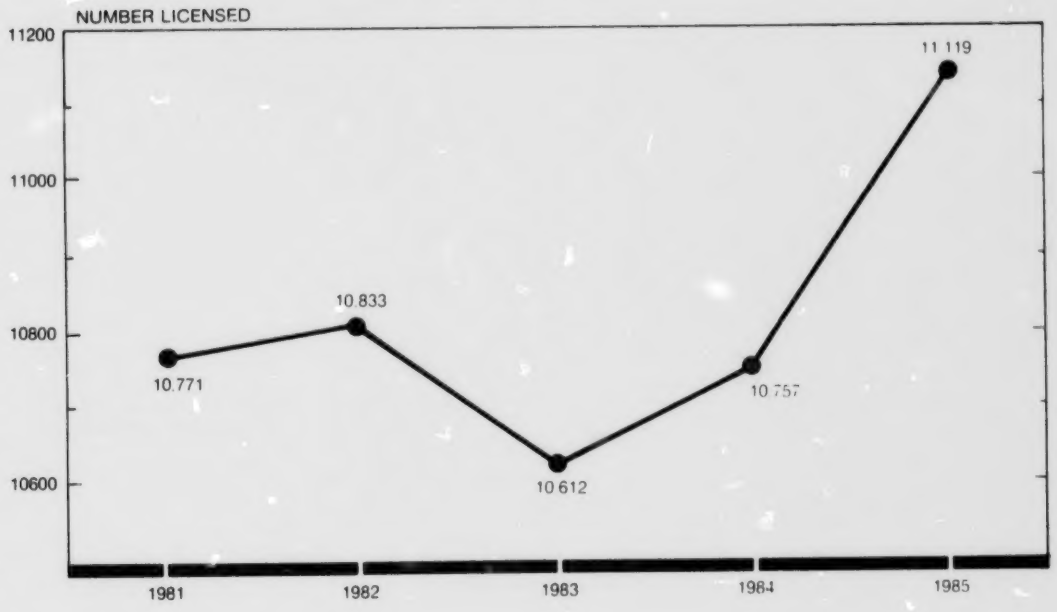
During the calendar year 1985 there were 422 hotels licensed, an increase of 17 over the previous year. The total number of available rooms was 11,119, an increase of 362 rooms over the previous year. The average number of rooms per licensed establishment was 26.

Licensed Establishments
1961-1985



Licensed Rooms
1981-1985

LICENSED ROOMS



Licensed Rooms

The total number of rooms available in various parts of the province was as follows:

Annapolis Valley	South Shore	Hfx./ Dart.	Eastern Shore	Cape Breton	Northumberland Shore	Fundy Shore	TOTAL
2,003	1,022	3,758	190	2,617	748	781	11,119

The occupancy rate for the total province was 59% in 1985, unchanged from 1984.

Comparisons from region to region are as follows:

	1984 (%)	1985 (%)
Annapolis Valley	58	59
South Shore	52	53
Halifax/Dartmouth	80	79
Eastern Shore	54	59
Cape Breton	56	57
Northumberland Shore	62	57
Fundy Shore	64	68

Five-year overview

Over a five-year period, accommodation increased from 10,771 rooms in 1981 to 11,119 rooms in 1985, for an increase of 348 rooms. During this period, 1,482 rooms were constructed and 343 additional rooms were provided in tourist homes, but this was partially offset by a number of older establishments going out of business.

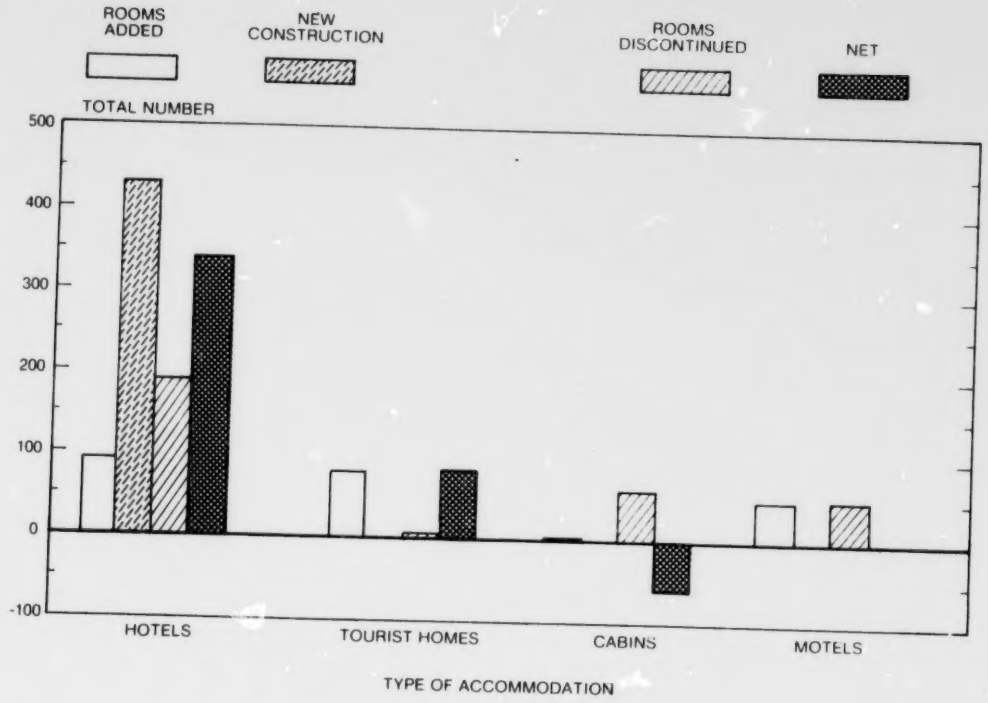
Total Accommodation

Hotels	3,812
Tourist Homes	467
Cabins	1,284
Motels	5,556
	11,119

Increases and Decreases

	Rooms Added	New Construction	Rooms Discontinued	Net Change
Hotels	93	435	188	+340
Tourist Homes	86	—	7	+79
Cabins	4	—	61	−57
Motels	52	—	52	0
	235	435	308	362

Changes in Fixed-Roof Accommodation



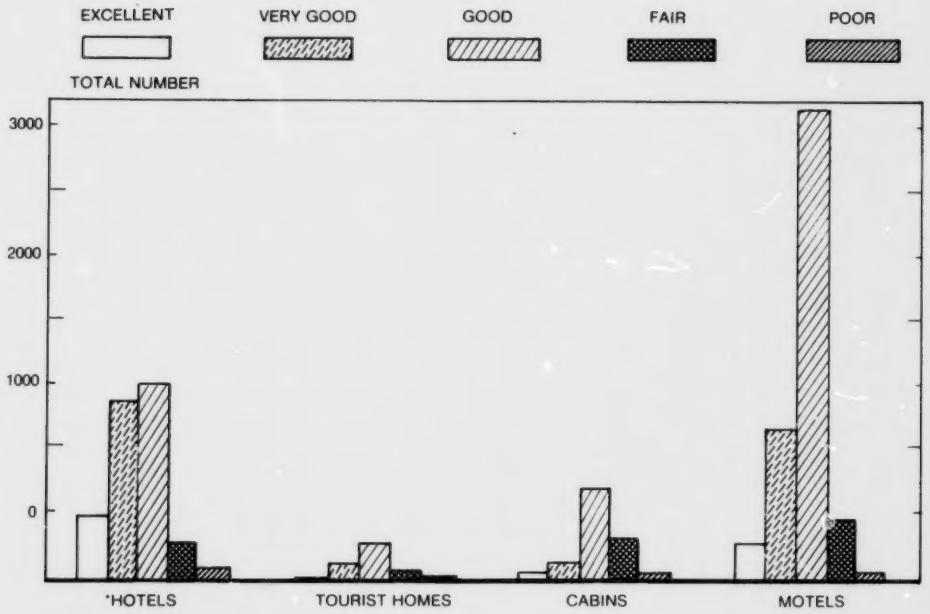
Standards of accommodation in Nova Scotia continue to improve as new modern rooms replace obsolete accommodation. Hotels, motels and bed and breakfast facilities show an increase, while cabins have declined.

The accommodation officers made 422 inspections, and the Section responded to nine counselling calls.

Following inspections, the accommodation officers made a general evaluation of establishments.

Accommodation Quality	Hotel Rooms	Motel Rooms	Cabin Rooms	Tourist Home Rooms	Total Rooms
Excellent	512	271	62	4	849
Very Good	1,357	1,176	135	107	2,775
Good	1,484	3,636	694	304	6,118
Fair	283	445	353	48	1,129
Poor	77	28	40	4	149
Not Rated	99	—	—	—	99
					11,119

Accommodation Quality



Fixed-roof accommodation

During 1985-86, 22 establishments were sold and continued operation under new ownership, while improvements were made to 77 existing establishments.

There were 204 open year-round; 218 establishments were seasonal.

Descriptive material submitted to the Marketing Division for listing in the *Nova Scotia Travel Guide* "Where to Stay, What to See, What to Do" were checked by the accommodation officers, and 383 establishments were listed in this publication for 1986.

There were 150 inquiries handled during the year concerning building, renovating or operating new accommodations. A total of 31 projects were completed, and 59 projects were active at the end of the fiscal year. An additional 25 homes were listed as tourist establishments.

Campground accommodation

Inspections

The campground inspection staff carried out 140 routine inspections of privately owned campgrounds between 1985 and April, 1986. During the same period, 56 follow-up inspections were carried out to determine whether infractions had been corrected and to investigate complaints.

Renovations, Expansion and Development

During this period, 51 inquiries were received concerning building, renovating or operating new campgrounds. Site visits were made to six prospective campground locations for feasibility advice. Two alteration permits were issued to existing campgrounds for expansion purposes and four construction permits were issued for new campground developments. Three new campgrounds opened, providing 157 new campsites.

Special camping area permits were issued to seven properties for temporary camping at shopping centres and at festival sites.

The following table shows the number of available campsites in the province during 1985:

Available Campsites—1985

	Private Campgrounds			Municipal Campgrounds			Provincial Campgrounds			Federal Campgrounds			Route Totals			% of Total Sites		
Region	C.G.[1]	S.S.[2]	Us.S.[3]	C.G.	S.S.	Us.S.	C.G.	S.S.	Us.S.	C.G.	S.S.	Us.S.	C.G.	S.S.	Us.S.	C.G.	S.S.	Us.S.
Evangeline	34	2,178	663	2	36	73	3		155	1		329	40	2,214	1,220	24	30	21
Glooscap	17	1,099	452	2	108	24	2		193				21	1,207	669	13	16	12
Sunrise	23	853	550	1	50	46	4		230				28	903	826	17	12	15
Cape Breton	29	1,505	639				3		344	7	107	725	39	1,612	1,708	23	22	30
Marine	11	286	157				3		216				14	286	373	8	4	7
Hfx/Dart	2	102	95	1	46	28	1		71				4	148	194	2	2	3
Lighthouse	17	1,068	437	1	20	8	3		219				21	1,088	664	13	14	12
TOTALS	133	7,091	2,993	7	260	179	19		1,428	8	107	1,054	167	7,458	5,654			
%'s	80%	95%	53%	4%	4%	3%	11%		25%	5%	1%	19%	100	100	100	100	100	100

SERVICED SITES = % of TOTAL

[1] C.G. - Camgrounds

[2] S.S. - Serviced States—provided with water, sewer or electric hookups

[3] Us.S. - Unserviced Sites—without individual site hookups

MARKETING AND PROMOTION DIVISION

Highlights of 1985 included the celebration of the 200th birthday of Sydney, the 75th Anniversary of the Canadian Navy, the province-wide Nova Scotia Ceilidh and the introduction of the Welcome Mat Program.

The naval activities culminated with a Royal Visit by HRH Prince Andrew who, together with Governor General Madame Sauvé, took the salute at the spectacular Fleet Review of warships from 17 countries. The navy birthday was also the theme of the annual Nova Scotia Tattoo—an event that continues to play to full houses and rave reviews.

The Nova Scotia Ceilidh was a banner promotion for local festivals, highland games and all manner of entertainment. Private sector support was instrumental in ensuring the success of this venture.

The Welcome Mat Program—a five-year hospitality upgrading program designed to achieve and maintain a high level of excellence and uniformity within the tourism industry in Nova Scotia—was successfully launched and is planned as an on-going activity.

ADVERTISING

Once again, Nova Scotia participated in several co-operative advertising promotions.

CN Marine and Fundy Cruises' co-operative continued to concentrate advertising activities in the New England and Mid-Atlantic regions of the United States.

The Air Canada co-operative program continued a major magazine advertising campaign in selected U.S. publications.

Exciting new co-operative concepts were developed with the Nova Scotia Museum complex, regional associations and the tourism private sector.

The high impact of the Ceilidh program was made possible through the co-operation of a wide range of private sector partners.

Total Advertising Expenditures, 1985-86

Creative	$ 420,367.67
Canada & U.S.	1,394,647.28
Co-ops	704,100.11
Regional	351,492.05
	$2,870,607.11

LITERATURE

In 1985, a series of six entry point zone maps were added to the provincial travel guide, as well as 77 vertical strip maps encompassing 21¼ pages. As well, all 100 series highways were added in horizontal strip form to the six-color pull-out maps.

Advertisements for tourism-oriented establishments increased to 280 from 276 the previous year.

A separate travel guide for sports and activities and the well-received festivals and events map were again produced as support to the major literature item.

FAMILIARIZATION (FAM) TOURS - 1985-86

FAM tours are conducted to familiarize travel influencers with the province so they will become more aware of the Nova Scotia product. Familiarization tours are cost-shared by the Nova Scotia Department of Tourism, Tourism Canada and the airlines.

Person	Duration of FAM	Employer
J.A. Rollins	2	UTL Holiday Tours, Agents from New York and Florida
Sam Vaccaro	5	Travel Editor, Syracuse, New York
Karl Teusche	6	Dumont Publishers, West Germany
Chris Tupper	6	Freelance writer, Texas
Gordon G. Garrison	4	Society of American Travel Writers (Travel Editor, Grant Broadcasting Ltd.)
Steven Minty	6	Freelance writer, Brooklyn, New York
Greg Roberts	7	Saga International Holidays, Boston
Karen Oakley	3	Viking Tours, Boston
Donna Peterson	3	*Medical Meetings Magazine*, Ayer, Massachusetts
Skip and Susan Voorhees	6	Special Odysseys
Kurt Ohlhoff	15	Photo Journalist, Dumont Publishers, Hanover, West Germany
Alex Mauger	3	Travel writer, *Figaro Magazine*

Ralph McLean	3	Hanover Holiday Tours
Mr. & Mrs. Magruder	7	Freelance writers, Atlanta
John Maun	4	Maun Transportation
Mia et Klaus	9	Freelance photographers, Ville St. Laurent, Quebec
Elizabeth Kaibel	6	*Minneapolis/St. Paul Magazine*
Mr. Kavanagh	3	Freelance writer, United Kingdom
Mr. & Mrs. Bill Jaenike	14	Agent General's Office, Frankfurt, West Germany
Bill Hoffman	3	Travel and Recreation Corp. (TARC)
Monica Haines	6	Cape Cod Tours, Cape Cod, Massachusetts
Arthur Harris, Jr.	3	Freelance writer, Arlington, Vermont
Barbara Horngren	6	Freelance writer, Buena Park, California
Ray Hocking	5	*New Zealand Motor World Magazine*
Kathy Hay	2	Bob Cat Tours Inc., Ontario
Ira Grubert	3	Freelance writer, New York
Skip Jackson	1	Reception & Dinner, Gammon Tours, Salem, Virginia
Steven Kingsbury	2	Going Places Travel Ltd.
Bill & Dianne Gleasner	7	Freelance writers, Denver, North Carolina
Don Bishop	1	Nova Scotia Farmers Tour
Sam Freeman	3	Hart Tours
John Foster	12	Freelance reporter, BBC London
Frederick Eklund	4	Freelance writer, Sweden
L.L. Edge	5	Freelance writer & broadcaster, Mission, Kansas
Tony Dunn	5	Golf Tour, Travel Agents, United Kingdom
Todd Dacquisto	20	Travel Log (Multi-Image)
Judy Dash	6	Freelance writer, New Jersey
Kildaire Dobbs	4	Freelance writer, *Chatelaine Magazine*
Group of 35	4	Capital International Tours
Carole Chester	5	Freelance writer, Collins Publishers, England
Danny Dempster, Exec. VP	2	Canadian Fruit Wholesalers Association

Jean & John Bridges	5	Holiday Tours, Atlanta
George Bush	5	*Better Homes & Gardens Magazine*
Kathy Kelly, VP	1	Beckham Tours, Reception & Dinner
Robert Brennan	4	Conner Tours, Washington, DC
Stephen Brook	3	Freelance writer, United Kingdom
Brian Anderson	6	Editor & Vice-President, *Minneapolis/St. Paul Magazine*
13 Representatives	5	American Society of Assocations Executives
Group of 10	6	Triple A Travel Agents, Minnesota State
Ann Alex	5	Freelance writer, Denver, Colorado

1985-86 Outdoor Writers Visiting on FAM Tours

Person	Duration of FAM	Employer
Joe Reynolds	**4**	***Field & Stream***
Bob Zicarno	**2**	**Freelance**
John Randolph	**6**	***Fly fisherman***
John Unland	**5**	**Outside**
Lenny Clarke	**4**	**WRNS Cable TV**
Don Andrews	**4**	**WRNS Cable TV**
Wayne Carter	**4**	**WRNS Cable TV**
Michael Norton	**4**	***Boston Globe***
Garry Power	**4**	**American Publishers**
Jim Maxwell	**4**	**American Publishers**
JoAnne Eldinger	**4**	***Atlantic Salmon Journal***
Jerry Gibbs	**7**	***Outdoor Life***
Wally Taber	**14**	**High Adventure Films**
Ken Knapp	**14**	***Fly Fisherman***
Roberta Knapp	**14**	***Fly Fisherman***
Mel Hardman	**14**	**High Adventure Films**
Sara Godwin	**6**	**Freelance**
Tony Mandile	**6**	**Freelance**
Art Delarto	**5**	**Outdoor Writers of America**
Kirsten Mueller	**11**	**Eduard Kettner**
Joel Fawcett	**6**	***Scientific Angler***
Lillian Fawcett	**6**	***Scientific Angler***

Peter Quinlan	**6**	**Outdoor Writers of America**
Bob Beaupre	**7**	**Freelance**
Dix White	**7**	**Freelance**
Hugh Shaw	**3**	***Atlantic Salmon Journal***
Chris Marshall	**5**	***Saltwater Sport Fishing***

ATTRACTIONS AND EVENTS

Under the 1985/86 Attractions and Events Incentive Grants Program, 83 grants totalling $118,786 were awarded through the regional tourist associations.

A total of 342 festivals and events were listed on the 1985 "Ceilidh" event map and calendar, while 249 events were listed in the 1985 Nova Scotia Travel Guide. There were 29 highlighted in the "Ceilidh" regional radio promotions, while the 60-second Ceilidh TV commercials highlighted an additional 54.

CONVENTION DEVELOPMENT AND SALES

The World Trade and Convention Centre, Halifax, has assumed the major portion of convention development and sales in liaison with the Nova Scotia Department of Tourism, which offers support services to conventions both in and out of province. Tourist literature and promotional materials were supplied to delegates attending in-province conventions, conferences, seminars and small meetings. Promotional material was also supplied to Nova Scotia delegates attending out-of-province conventions to assist them in efforts to encourage national and international organizations to consider Nova Scotia as a future convention site.

Enrollment in "The Order of Good Time" exceeded 35,500 and it remains one of the most popular promotional tools employed by the Department.

PORTLAND INFORMATION OFFICE

In the 1985-86 fiscal year, the Portland office processed 68,011 inquiries.

From these, the Portland office completed 10,389 reservations, an increase of 14% over the previous year.

RESEARCH SECTION—TOURIST DATA SUMMARY

Approximately 1,128,000 non-resident overnight tourists visited Nova Scotia between May 15 and October 31, 1985 (up 2.8% from 1984).

These visitors are estimated to have spent $229,000,000 in Nova Scotia.

Automobile traffic accounted for 65 per cent of these travellers, while air traffic accounted for 21 per cent, with the remainder divided between motorcoach and recreational vehicles.

Of these visitors to Nova Scotia, 37 per cent came on holiday/vacation, 35 per cent came to visit friends and relatives and 17 per cent came on business. The remaining 11 per cent came for shopping, festivals and events and outdoor recreation.

Room sales in 1985 totalled 1,840,000 for Nova Scotia's commercial accommodation establishments (up 1.7 per cent from 1984). This resulted in a provincial occupancy rate of 59 per cent. Area association occupancy rates ranged from 47 per cent to 69 per cent.

PROVINCIAL RESORT HOTELS DIVISION

During the fiscal year ending March 31, 1986, Nova Scotia's provincial resort hotels continued to attract tourists and visitors to their properties in three distinctively different travel destination regions of the province and combined to record house counts totalling more than 54,000 guests.

These resorts also maintained their high standards of excellence in guest satisfaction while continuing to enrich their respective communities both as employers and as users of local goods and services.

Seasonal operation of THE PINES RESORT HOTEL in Digby began on June 1, 1985, and concluded October 13, 1985. This property recorded an occupancy of 66 per cent throughout this period compared to 67.8 per cent in 1984.

KELTIC LODGE in Ingonish Beach also opened for guests on June 1 and closed for the summer season on October 19. Occupancy for this period was 78.8 per cent, down 6 per cent from the previous year.

LISCOMBE LODGE at Liscomb Mills began operations on May 24 and closed on October 19. This resort hotel increased occupancy by 0.2 per cent over last year's 84.2 per cent.

In total, the provincial resort hotels averaged occupancy of 76.4 per cent in 1985, compared to 78.9 per cent for the 1984 season.

Responses from guests continued to be monitored on a regular basis from guest comment cards placed in the rooms. The following statistics were obtained.

- 88 per cent of guests who responded stated that staff courtesy and efficiency were excellent, while another 9.5 per cent said they were very good or satisfactory.

- 85 per cent of respondents indicated that room accommodation and housekeeping were excellent and another 11 per cent stated they were satisfactory.

- 81 per cent of respondents said that restaurant and beverage service were excellent and 13.5 per cent viewed them as very good or satisfactory.

- Food presentation and quality received an excellent rating from 83 per cent of the respondents, and another 13 per cent regarded this service as very good or satisfactory.

The overall response to hotel services was highly favourable in all

categories, with only 3.5 per cent of the respondents expressing dissatisfaction.

These comments indicate that the resort hotels are consistent in their endeavour to meet the expectations of their clientele and to make their stay as pleasurable as possible, notwithstanding that numbers of students employed for the summer return to their studies up to six weeks before the end of the season.

The Pines continued to upgrade grounds and facilities, which included the renovation of refrigeration, dry goods and wine storage facilities, construction of staff lounge, washrooms and locker facilities, re-upholstery of dining room chairs and conversion of hotel rooms to three suites.

At its subsidiary operation, an 18-hole pro-operated golf course added new golf club storage and cart areas in the clubhouse, and a golf course washroom and fountain facilities. Supplementary protective netting was installed, and a new fairway mower was purchased. A new starter hut was also built.

At Keltic Lodge, improvements included the following: main lodge entranceway replaced, kitchen storage area roof replaced, kitchen dishwashing area reorganized, main kitchen tiled and repainted, motel partitioned for meeting room, motel exterior repainted and roof extended to improve run-off, cottages (9) redecorated and refurnished, common guest services building erected in cottage area, cottage and south bay view plain areas cleared, other general landscape, parking and paving improvements.

The Keltic ski season operation of Keltic's Cape Smokey started December 22, 1985, and concluded March 31, 1986. The White Birch Inn and Atlantic Coffee Shop opened December 31, 1985, and operated to the end of the ski season.

There were 69 ski days (Smokey is not designed for night-time skiing) compared to 96 days the previous season, but the number of skiers increased to 11,090 from 5,885 the previous season. Ski facilities included five novice to expert runs, 4,000-ft. double seat, 100-unit chairlift and a 600-ft. Poma lift.

Concerning property improvements, construction began on a new ski lodge, trails were widened and new Bunny Hill was established. New starter and finish huts and a ski patrol and storage building were constructed, and a new snow-grooming machine was placed in service.

At Liscombe Lodge improvements included additional outdoor lighting and directional signing and additional technical improvements for television reception in five cottages. Also, the landscaping program was continued.

Provincial Resort Hotels Operating Profit (Loss)[1] 1985

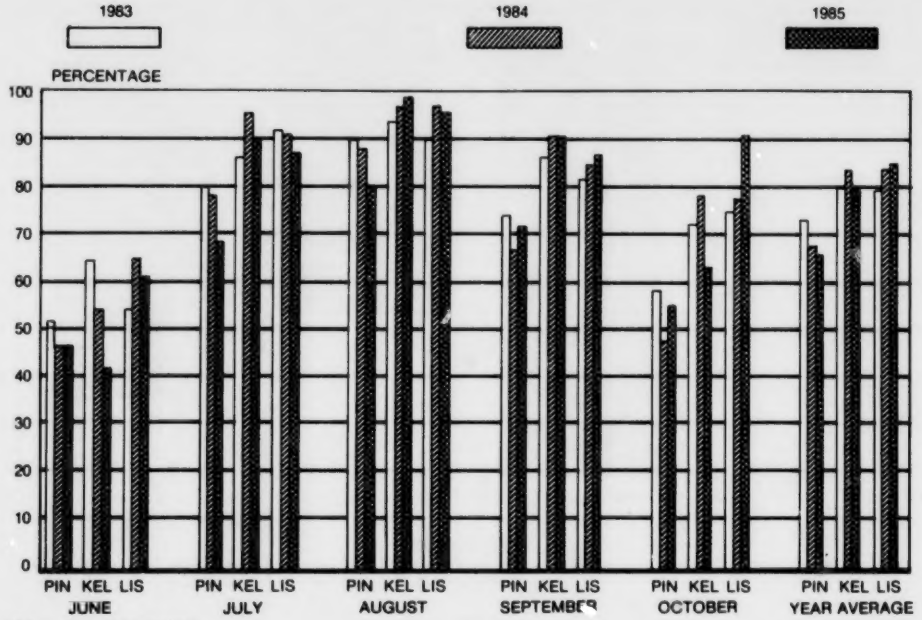
	Revenue	Expenditure	Excess of Revenue over Operating Expenditure
The Pines Resort Hotel	2,007,814	1,925,918	81,896
Keltic Lodge	2,086,484	2,165,188	(78,704)
Liscombe Lodge	516,929	497,225	19,704

[1] These figures are presented on the same basis as those in the Public Accounts of the Province of Nova Scotia as prepared by the Department of Finance.

Certain expenses incurred on behalf of Resort hotels were charged to the accounts of other government departments.

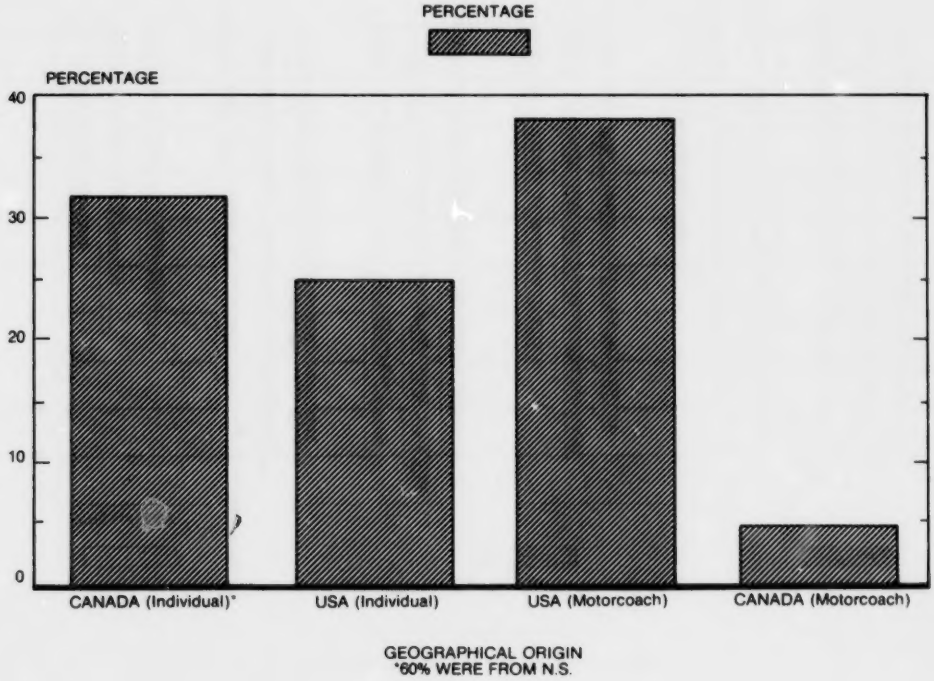
Summer Season Occupancy Percentages

PROVINCIAL RESORT HOTELS

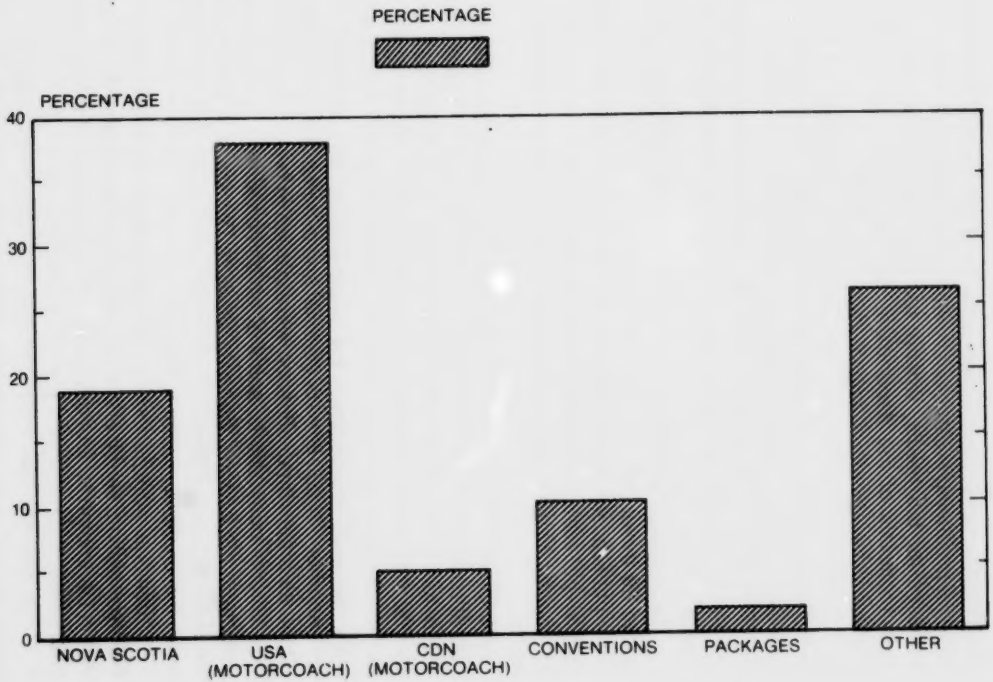


PIN — Pines Resort Hotel
KEL — Keltic Lodge
LIS — Liscombe Lodge

Geographical Statistics for the Provincial Resort Hotels
1985 Season



Origin Of Business For The Provincial Resort Hotels
1985 Season



TRAVEL INFORMATION DIVISION

EDITORIAL SERVICES

Editorial Services is the section of the Travel Information Division responsible for producing professionally written travel features as well as press releases for the media, writing speeches for the minister and other senior officials of the department, and assisting other departmental divisions in audio-visual and promotional efforts.

This year the Editorial Services Section consisted of two writers and a secretary; however, the senior writer retired March 31, 1986 leaving one writer and secretary to maintain the section.

From May 21 to August 17, a junior writer was employed through the Provincial Employment Program under the supervision of the information officer.

During the 1985–86 fiscal year the Editorial Services Section produced 29 travel features and distributed them to 810 newspapers and other publications across North America. English versions went to 665 English publications and French translations to 145 French publications. The Sector also produced photographs to accompany 13 of these feature stories.

Clippings returned by Canadian and U.S clipping services indicated that at least 86,160 lines of copy from this section had been used verbatim, for an estimated value of $230,000 when considered in terms of cost of the same amount of advertising space. When the credibility factor—the believability of editorial copy in comparison to advertising copy—is taken into account, the value is closer to $900,000.

Another 341,200 lines of editorial and pictorial copy promoting Nova Scotia as a tourism destination were carried in provincial, national and international publications, some of which contained various degrees of input from the Editorial Services Section. The value in terms of cost of the same amount of advertising is estimated at $900,000, or $3,600,000 when the credibility factor is applied.

Additional work performed by Editorial Services in 1985-86 included the organization, set-up and monitoring of a static display at the Penhorn Mall in Dartmouth for four days and nights in an effort to create consumer awareness of tourism and stimulate resident travel.

The Editorial Services Section also assumed responsibility for media liaison for the department, acting as spokesman for department functions, statistics, programs and promotions. Most inquiries, both local and out-of-province, were handled by telephone.

Also, in this capacity the information officer participated in radio talk shows in Halifax, Amherst, Bridgewater, Antigonish and Sydney in

an effort to stimulate resident travel.

The information officer prepared and taped a weekly, 30-second tourism 'spotlight' for broadcast on the national CBC radio show "Basic Black."

The information officer also acted as coordinator for a tourism information booth set up at the World Trade and Convention Centre in Halifax for the Canadian First Ministers' Conference. This booth was staffed for five days and nights during the conference.

The information officer was involved in preparing copy and proofreading all sections of the 1985-86 Nova Scotia Travel Guide, as well as writing copy for the 1987 Gathering of the Clans brochure.

On a continuing basis, the editorial information officer maintains and monitors the use of press clippings and the value of the Section's editorial material.

AUDIO-VISUAL SECTION

This was a turn-around year for the Audio-Visual Section with the reorganization of the office and the slide filing system, and the integration of an up-to-date computer slide programmer for in-house and travel centre productions.

The end of the Canadian Travel Film Program made it imperative to find new avenues of distribution for Nova Scotia Tourism films. The Section is now taking advantage of free distribution through private sector travel video libraries, video retail outlets and cable television screenings in Canada and the United States.

To meet the growing need for current film footage, pilot cooperative projects were undertaken with the Nova Scotia Department of Education. These shoots form the basis of a new Tourism ¾" video stock library on Nova Scotia. (This material will be put to immediate use in augmenting footage for the Department's new general film to be released by January 1, and also in producing two pilot video presentations for the Eastern Shore Tourist Association.)

Taking the initiative toward future developments in audio-visual technology, the audio-visual section produced two five-minute general Nova Scotia video presentations to be used in conjunction with a computer terminal laser disc tourism information system. (These presentations were also screened in provincial tourist information centres in Amherst and Annapolis Royal.)

Two other video presentations were produced during the year, including a five-minute musical video on Halifax. This show, shot and produced in-house, was well received and is now included in the Department's video promotion package on Nova Scotia. The other presentation

was an eight-minute video on Bluenose II. This show was used extensively to promote the successful Bluenose II tour to Expo '86.

Efforts were made this year to better integrate divisional requirements with organized shoots. Acting through divisional representatives, photo assignments were booked, scheduled and completed to meet publishing and editorial deadlines, resulting in improved effectiveness and impact of the Audio-Visual Section.

Steps were taken to begin improving the photographic displays at the Amherst and Antigonish Tourist Information Centres by replacing worn and dated prints. This project has a priority since the tourist centres represent the province to the travelling public.

Statistical Summary

- The number of requests for photographs serviced by the Audio-Visual Section increased by 40 per cent from last year's figures
- 1,000 requests for colour slides and black and white prints were processed for the travel trade, travel writers and convention promotion
- The number of requests for films and videos serviced increased by 30 per cent to 150
- 4,000 new slides were added to the Audio-Visual Section's photographic files
- A 2¼ inch transparency library was established for larger format pictures
- A black and white negative library was established for editorial services
- There were 55 ¾ inch video cassettes of new footage logged for in-house video production work.

Through new direction, re-assessment and re-organization the Audio-Visual Section has been established as a viable departmental resource, more effectively meeting in-house marketing needs and those of the travel trade.

INFORMATION CENTRES

Eleven visitor information centres are operated by the Travel Information Division. Two centres are open year-round: the Red Shore in Halifax's Historic Properties and the information counter in the Halifax International Airport. The latter is completely funded by the federal Department of Transport.

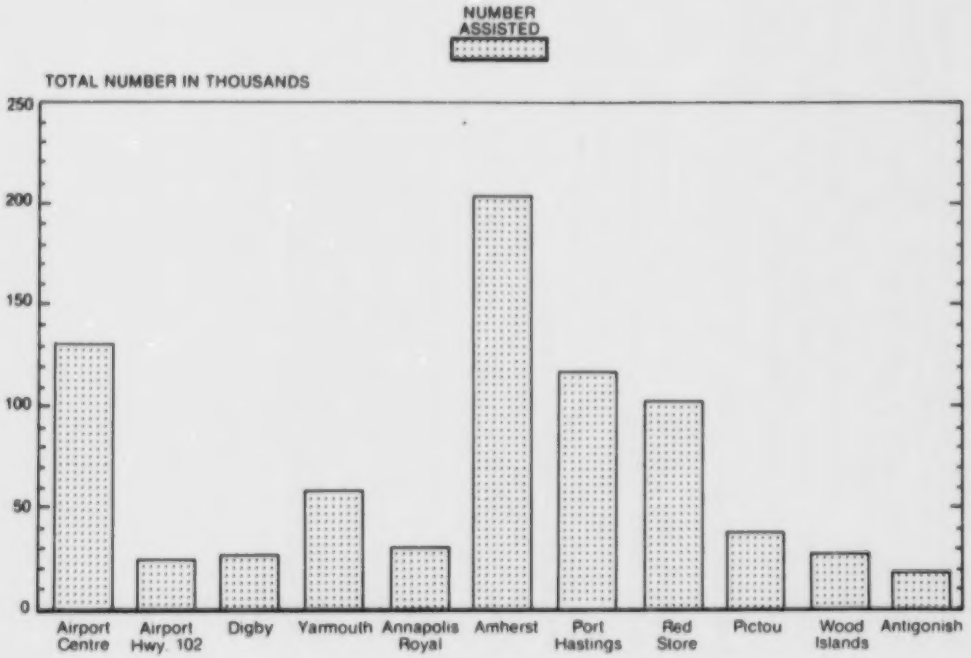
Counsellors employed by this division advise visitors of what there is to see and do throughout the province and in the immediate area in which the visitor intends to travel. Counsellors encourage visitors to remain in the province longer or to return in the future.

The various visitor centre locations, including buildings and grounds, are continually being upgraded.

General Data, Visitor Information Centres
April 1, 1985–March 31, 1986

Location	Season	Services Offered	Info. Counter	Staff PEP	Staff Caretakers	Visitors Assisted	Reservations made through Check Inns
Airport Counter	Year-round	Information Centre	4	—	—	130,511	—
Hwy. 102 at Airport	June 15-Sept. 30	Information counter	3	1	—	26,609	—
Digby	May 15-Oct. 16	Information counter	6	2	—	27,640	—
Yarmouth	May 1-Nov. 2	Information counter, artifacts and displays, theatre	5	4	1	61,277	713
Tidal Power Site Annapolis Royal	May 1-Nov. 30	Information counter	5	2	—	30,837	—
Amherst	May 13-Oct. 31	Information counter, artifacts and displays, theatre, piper	9	3	8	204,689	1,184
Post Hastings	May 20-Oct. 17	Information counter	8	4	1	120,210	2,596
Halifax Red Store	Year-round	Information counter	10	2	—	105,787	653
Pictou	May 13-Oct. 15	Information counter	6	3	1	39,318	743
Wood Islands	June 16-Sept. 15	Information counter, artifacts and displays, theatre	6	2	1	30,417	1,193
Antigonish	May 13-Oct. 19	Information counter	5	3	1	18,760	672

Number of Visitors Assisted At Each Visitor Information Centre



RED STORE–HISTORIC PROPERTIES

The information centre at Historic Properties in downtown Halifax has completed its eleventh year of operation. The centre is located in the Red Store Building on Privateers Wharf adjacent to the permanent berth of Bluenose II. The centre is maintained year-round by four permanent staff members. Additional casual staff members are employed for the peak tourist season.

During this reporting period, 105,787 visitors were welcomed here, an increase of 32,702 over last year. The staff also processed 32,579 phone calls and 76,212 mail inquiries.

DISTRIBUTION CENTRE

Approximately 2,907,800 pieces of Department of Tourism and private sector literature were distributed to departmental tourist information centres, municipal tourist bureaus in Nova Scotia, Tourism Canada offices, travel agents, tour wholesalers, automobile clubs and Canadian embassies and trade commissions.

The Distribution centre filled requests for tourist information received by Check-Inns, the Red Store and Terminal Road office by passing more than 48,700 pieces of mail through the mailing machine, as well as by sending more than 1,400 freight shipments to satisfy bulk requests. In addition to this, numerous letters were sent in response to inquiries that could not be dealt with by literature alone.

The Distribution Centre prepared more than 89,800 information kits to be used by the Portland office, as well as more than 68,400 kits which were mailed to various addresses in Canada, the United States and overseas.